



European Women's Academy for Political Leadership and Campaigning

Sofia, 26-29 September 2019

Short Report

The European Women's Academy for Political Leadership and Campaigning is a training programme, divided into three sessions and targeting liberal female politicians, who plan to participate in general or local elections in the coming two years. The third and last session, which is the topic of this report offered the participants an intensive three days of trainings on various topics led also by former alumnae of the Academy.

The opening discussion round during the dinner was used for participants to check upon their experiences from the last session and give an update on their work in the time between the two sessions. Natalia Griaznievich, participant from Russia was just elected in the city council and shared her experiences and learnings during her campaign. Camelia Crisan from USR Romania shared her experience in multiplying what she has learned in the Academy with the Women's organisation in the party.

The next day session was devoted to media relations and more specifically on crisis communications, facilitated by Annika Arras. She gave examples of her personal career and each individual of the group was asked to do a mock interview with provocative questions, which was then analysed by the facilitator and the group in terms of body language, construction of message etc.

Since the flight of the next speaker Ieva Kacinskaite, EWA Alumna 2016 was delayed the program was adapted so that the participants could work on their message boxes (the main message at their political brand) and also on their graduation speeches.

The day afterward was devoted to personal trainings from Alumnae of the Program. Yoko Alender from Reform party Estonia shared with the participants some useful tips on how to deal with burnout, which complemented the training of Ieva Kacinskaite from Lithuania who was sharing some strategies on how to deal with defeat. The morning sessions concluded with Rebekka Borsch from Venstre Norway who did a motivational talk and shared her experience with successful fundraising. The afternoon was devoted to preparations on the graduation speeches, where each participant was given the task to prepare a 5 minute election speech, which they have then presented in front of the audience of fellow alumnae, trainers and guests.